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DOCUMENTS SECTION

## What Do Pennsylvanians Think is the Most Important Issue Facing the State?

### The Second Program in PPTN's Pennsylvania 2000 Series Looks at "The People's Agenda."

Last fall the Pennsylvania Public Television Network launched **Pennsylvania 2000: Projects to Build a Better Pennsylvania**, a series of high impact programs designed to focus statewide attention on issues of special concern to Pennsylvania and Pennsylvanians. Programs to date have used a variety of program formats to highlight both successes and concerns in critical areas such as education, literacy, the environment and the arts.

On Monday, January 14, **Pennsylvania 2000** will air one of its most ambitious programs. The program, which airs on the eve of the Governor's Inauguration, will focus on the results of a survey that asked Pennsylvanians what they think is the most important problem facing Pennsylvania today, and what they would do to solve that problem.

The program, called **The People's Agenda**, will use short videos to highlight issues iden-

tified in the survey. The videos also will help to trigger reactions from panelists who will be interconnected for the live program at PPTN stations around the state. The interconnect will give these issues a statewide perspective and will allow panelists from different areas to exchange ideas on problems and solutions. In addition, viewers will be invited to call in during the program to ask questions or react to the discussions.

The statewide survey that identified the issues highlighted in **The People's Agenda** was conducted in October by the Pennsylvania State Data Center's Survey Research Unit, which is part of The Institute of State and Regional Affairs, Penn State Harrisburg. This random telephone survey of 682 Pennsylvania adults comes very close to mirroring the results that would be obtained if the total state were interviewed. It has a sampling error of plus or minus 3.9%

**The People's Agenda**, which is produced for PPTN by WQED, will air statewide on PPTN stations on Monday, January 14, at 10 p.m.

## Get Your Practical Guide to Environmental Shopping

If you missed the first **Pennsylvania 2000** program, **A Practical Guide to Environmental Shopping**, you can still find out how the decisions you make every week in the grocery store can have an impact on the environment. More than 1500 people asked for the program leaflet *A Practical Guide to Environmental Shopping* immediately following the broadcast. Write for your copy today to PA 2000, Box INFO, Pittsburgh, PA 15213.

### What Can I Do?

Pennsylvania 2000's **Practical Guide to Environmental Shopping** offers these tips.

#### Reduce:

Buy only what you need, in the least packaging possible. Recycled or recyclable packaging is best.

#### Reuse:

Containers, bags and boxes can be used again and again in a variety of ways. If you can't reuse it, find someone who can.

#### Recycle:

Almost half of what we throw away is recyclable. This includes glass, aluminum, cardboard, paper, steel, tin, bi-metals and some plastics. Find out what is recyclable in your community.

#### Reject:

Avoid overpackaging and products harmful to the environment. These include non-recyclable packaging, mixed packaging, and aerosol containers.

#### React:

Let your feelings be known to lawmakers, legislators, manufacturers and grocers.

# Kids Talk About How They Can Change the World

What do young people in Pennsylvania think? How do they feel about issues that affect them now and in the future?

To find out, Pennsylvania Public Television Network stations have invited students in grades 6-12 to enter a storyboard contest for a 30-60 second public service announcement around the theme "How I Can Change the World." The project, part of PPTN's **Pennsylvania 2000: Projects to Build a Better Pennsylvania** series, is an offshoot of the 1989 AIDS student video competition, but has been changed to a storyboard and script contest to allow greater student participation.

The winning storyboard entry from each PPTN station area will be produced as a public service announcement and aired statewide on all PPTN stations. The videos then will be entered in the Public Television Outreach Alliance's 1991 nationwide storyboard contest.

As part of this statewide **Pennsylvania 2000** project, WQED will produce a

half-hour documentary for and about kids. The program will show the winning public service announcements and will take viewers behind the scenes to see how they were made. The program also will include interviews with the students about what's on their minds these days.

This third **Pennsylvania 2000** program, called **Kids Talk**, will air this spring. The program will tie in closely with public television's year-long emphasis on families and children.

As part of the national programming for public television's Year of the Family, WQED also will produce **Cool Connections**, a program showing how kids are taking charge of their world. **Cool Connections** will air in April.

This fall public television also will air the remarkable six-part series, **Childhood**. The landmark series will focus on the milestones of child development and will trace the lives of children and their families in a wide variety of cultures.

## Blue Ribbon Celebration

As part of the outreach for **Pennsylvania 2000's A Blue Ribbon Celebration**, which profiled cultural groups across the state, planning packets were sent to arts councils and community chambers of commerce to encourage them to meet and plan cultural events. This cooperation proved to be highly successful for the Pioneer Crafts Council of Uniontown and the local chamber who worked together to promote the craft council's Thursday night musical programs. Attendance doubled at these free musical events that are open to the public.

### Did You Know...

#### How to Get to College

**Going Places: How to Get to College**, the first **Pennsylvania 2000: Projects to Build a Better Pennsylvania** program, which aired over a year ago, has generated over 5000 requests for information from high school students and their parents and the requests are still coming in. For your free information write to: **Going Places**, Box 1399, 4802 Fifth Avenue, Pittsburgh, PA 15213.

#### Workplace Literacy

Information about **Working Together**, the second **Pennsylvania 2000** program that looked at how Pennsylvania is meeting the challenge of workforce literacy, is available free in leaflet form or on videocassette. To order these 1/2 inch VHS cassettes, send check payable to: **PLUS/WQED**, PA 2000, Box INFO, Pittsburgh, PA 15213. Write to same address for the leaflet.

|                                 |         |
|---------------------------------|---------|
| 60 min. <b>Working Together</b> | \$25.00 |
| 30 min. <b>Working Together</b> | 12.95   |
| <i>(Entry level workforce)</i>  |         |
| 30 min. <b>Working Together</b> | 12.95   |
| <i>(The current workforce)</i>  |         |
| 30 min. <b>Working Together</b> | 12.95   |
| <i>(The future workforce)</i>   |         |

#### Saving Pennsylvania

Find out how you can **Save Pennsylvania**, by the **Grass Roots**. Send for a free leaflet that lists statewide and national resources or order a 1/2 VHS copy of the program by sending a check for \$25.00 payable to WQED. The address is PA 2000, Box INFO, Pittsburgh, PA 15213.

#### Be An Earth Partner

**Earth Partners**, a handbook for non-profit organizations that want to work with local schools on environmental projects, has been developed as part of **Saving Pennsylvania, By the Grass Roots**. Created by the Garden Club of Allegheny County and the National Media Outreach Center at WQED, the handbook documents the Garden Club's special unit on reforestation with tree planting ceremonies for Pittsburgh sixth graders and offers advice for groups interested in a school/youth connection on any environmental topic. For a copy send a check for \$8.00 payable to WQED to PA 2000, Box INFO, Pittsburgh, PA 15213.